



# *Eastex*

Autumn and  
Winter Fashions

*for the  
Shorter Woman*

1961



if you're  
5' 2" or less  
you'll bless

# Eastex

The anticipation of an exciting Autumn is fulfilled for every sophisticated, shorter woman, by Eastex—with a new collection of coats, suits (including a new range of unlined jersey), skirts, dresses and Threesomes in a variety of vital styles, vibrant colours and superb materials. Only a cross section of the fashions designed exclusively for you can be previewed in this brochure, so we do urge you to pay an early visit to your stockist (whose name is on the enclosed list) where you may choose your new season's fashion needs in comfort and from the full Eastex selection.

## ◀ On the Front Cover...

**4480**

(left) A luxuriant collar of Lucca lamb adds a chic note to this all-wool ribbed velour swagger coat. Colours: Smoke Blue, Mid Grey, Fern Green, Antelope, Charcoal. Hips 37-40. About £25.

**4914**

(right) Dyed Marmot collar highlights the boxy jacket of this suit in Merino wool with small curl effect. Unusual pockets cut to give curved appearance. Colours include: Sage Green, Smoke Blue, Slate and African Violet. Hips 36-40. About £22/10/0. Also available in Mink.

**4045**

(right) A casual wrap-over coat with attractive facing of reverse check material on the striking collar. In check back coating. Colours: Grey, Taupe, Green, Aqua. Hips 36-42. About £17/19/6. ▶





4401

(left) Flattering swagger coat in all-wool velour coating with attractively patterned inverted tucks on the bodice; collar in shaded Beaver Lamb. Colours: Camel, Cobalt Blue, Beige, Moss, Havana, Ruby, Storm Grey, Midnight. Hips 36-40. About £24.

4138

(right) This comfortable swagger in soft all-wool and mohair coating is cut to give flowing full lines, and features a smart turret collar. Colours: Royal, Charcoal, Stone, Beige and Moss Green. Hips 36-39. About £17/10/0.

### Magilock

adjustable waistband (British Patent 766573)

*Most Eastex skirts and suits have the "Magilock" Adjustable Waistband, which ensures a perfect, snug fit immediately. Where "Magilock" is fitted, the descriptive matter carries this mark:*

\*M



### THE LABEL OF LUXURY

Eastex is the only truly specialised range of garments sealed and styled for the woman of 5' 2" or less. Look for this label—it is your guarantee of satisfaction.



4856

This example of our "Three-some" suits is in all-wool and worsted crepe suiting with curve-waisted blouse to wear in or outside the skirt, which has invisible zip fastening. Jacket lining and blouse in Courtauld's "Shantabella" print. Colours: Haze Blue, Olive, Havana, Royal, Black. Hips 36-39. About 18 gns.



4230

(right) Comfortable swagger with raglan sleeves in pure lamb's wool and white frosted mohair. Colours: Olive, Dusky Beige, Charcoal and Winter White. Hips 36-39. About £20/5/0.





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**4055**

(left) Full swagger coat in soft all-wool velour. Colours: Camel, Cobalt Blue, Beige, Moss, Havana, Ruby, Storm Grey, Midnight, African Violet. Hips 34-38. About £17/10/0.

**4430**

(right) Comfortable raglan sleeves and snug collar of Indian Lamb make this personable swagger the ideal all-day coat. In soft ribbed coating in melanged shades and colours: Charcoal, Fern Green, Smoke Blue, Antelope and Mid Grey. Hips 37-41. About £25/10/0.







#### 4081

(left) An easy fitting swagger in brushed all-wool coating with stitching centre-back and on the raglan sleeves. Colours: Havana, African Violet, Sapphire, Olive, Pewter. Hips 37-42. About £16.

#### 4782

(centre) Effective self-material strapping on the pocket complements the fitted jacket of this pure worsted Epingline suit. Inverted back pleat in skirt. Colours: Haze Blue, Black, Olive, Smoke Blue and Antelope. Hips 37-42. About £20/10/0. \*M

#### 4416

(right) Slim-line, soft shouldered swagger with Peter Pan collar of dyed squirrel. In all-wool suede finish velour. Colours include: Camel, Cobalt Blue, Beige, Moss, Havana, Ruby, Storm Grey, Midnight, African Violet. Hips 36-39. About £22.

\*M means Magilock adjustable waistband

4410

(left) A handsome swagger coat cut on straight lines from all-wool suede finish velour with collar of shaded Beaver Lamb. Colours: Camel, Cobalt Blue, Beige, Moss, Havana, Ruby, Storm Grey, Midnight, African Violet.

Hips 36-39. About £24.

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4863

(right) Trim "Threesome" comprising pure worsted flannel suit and tailored blouse of colour-woven checked taffeta to match jacket lining. Invisible zip fastening in skirt. Colours: Pewter or Fawn.

Hips 36-41. About £22.







**4070**

(right) Admirable for town, ideal for the country, this graceful casual coat in wool and mohair smooth finish shadow check tweed, features the new orbit collar. Colours: Chestnut, Forest Green. Hips 34-37. About £17/10/0.

**4417**

(left) Classical swagger in pure lamb's wool pile coating with slim slit pockets and engaging, face-framing collar of dyed squirrel. Colours include: Laurel Green, Smoke Blue, Havana and Black. Hips 34-39. About £25/10/0.

**4771**

(centre) Reversed strapping of self-material on collar edge and pocket flaps add finish to this faultlessly tailored suit in pure worsted Pepita check suiting. Skirt contains inverted back pleat. Colours: Chestnut, Moss, Royal, Grey, Black/White. Hips 34-39. About £20/10/0. \*M

only *Eastex*

It will pay  
nothing



4481

(left) Channel front seaming and a Lucca lamb collar gives this all-wool velour swagger a graceful, slimming line. Colours include: Camel, Cobalt Blue, Beige, Moss, Havana, Ruby, Storm Grey, Midnight, African Violet. Hips 36-39. About £25/10/0.

4010

(centre) This charming coat of soft all-wool velour has patterned darts at the back and pocket trim of self-material. Colours: Camel, Cobalt Blue, Beige, Moss, Havana, Ruby, Storm Grey, Midnight, African Violet. Hips 36-41. About £17/10/0.

4761

(right) Fitted jacket and slim skirt with back inverted pleat give a svelte line to this suit of pure worsted flannel, available in colours of Fawn or Grey. Hips 37-42. About £19/10/0. \*M



is *Eastex*

you to accept  
less . . .

\*M means Magilock  
adjustable waistband



MORE ABOUT

# JERSEY

After their initial success last Spring, Eastex Jerseys reach new fashion heights this Autumn. Jersey is so soft and flattering, and especially so when fashioned by Eastex. The three suits shown on this page are representative of our new range of eleven suit styles which are in the shops now. The new season's collection introduces an attractive new jersey cloth—Jacquard check weave—and presents unlined suits in the latest styles, superbly tailored from finest quality pure worsted double knit jersey, both plain and in the new fabric.

The colour range which embraces every beautiful Autumn shade is vibrant and exciting. Styles are available for sizes 34-40 and some up to 44.  
£14/5/0 to £15.



Styles  
WJ 42 left  
WJ 35 centre  
WJ 31 right



For the woman of fashion

*Eastex*

new dress collection  
carries the promise of a  
perfect autumn . . .

It's always a joy for the fashionable woman to plan for Autumn—the season when styles take on added sophistication, and colours become vibrant and exciting. Eastex new collection presents some of the most charming dresses ever designed—all manner of styles to delight and flatter from dawn to dusk (and a little later). They're created exclusively for you from the finest quality materials from all over the world, and of course, being Eastex, they fit you perfectly.

Shown here are only a selection from a larger range so why not plan and choose now whilst your stockist has the complete Autumn/Winter collection to show you.

**626**

(left) Ideal day dress, crisp and fresh, in wool face-cloth containing 10% nylon. Waist darts and wrap-over front pleat ensure fit and comfort. Colours: Grey only. Hips 36-42. About 9 gns.

Also in novelty tweed in Linden Green, Brown, Blue, Red, Dark Grey and Mauve. About £11/5/0.

**651**

(right) An enchanting dress in Italian screen-printed Mousse with figure-flattering bodice-drapes culminating in a softly draped panel. Colours: Green, Royal, Tan, Claret. Hips 42-46. About £7/19/6.





608

(left) For that chic occasion, a silhouette-line dress from worsted crepe with original panelling effect in matching satin down the front. Colours: Moss Green, Mink, French Blue, Black, and Sea Haze. Hips 36-38. About 9 gns.

622

(centre) Continental Jacquard material creates this sophisticated slim-line dress with slanted pockets on the hips. Colours: Lime, Grey. Hips 36-40. About 9 gns.

647

(right) A soft calf belt adds a distinctive touch to this superbly made afternoon dress of Continental double jersey. Colours: Grey, Green, Blue. Hips 36-40. About 12 gns.

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**631**

*(left)* A captivating dress to please and flatter, with bodice drapes coming from a slanted cummerbund waist and following through on the hips to a fly-away panel. In American acetate/Nylon "Matte" jersey. Colours: Peacock, Coffee, Royal. Hips 42-44. About £9/19/6.

**639**

*(centre)* Ideally practical and faultlessly fitting, a Jacquard jersey button-through dress with welt pockets set low over the hips. Colours: Green, Mink, Aqua, Cherry, Royal. Hips 42-46. About £9/19/6.

*Also in Novelty Tweed in Linden Green, Brown, Blue, Red, Dark Grey and Mauve. About £12.*



**610**

*(right)* An enchanting all-occasion dress in Italian screen-printed Mousse. The intriguing gathers at the bodice harmonise with the flattering hip drape. Colours: Blue, Brown, Turquoise. Hips 36-40. About 7 gns.





653 (left) The essence of simplicity, in brushed tufted design, containing concealed front fastening. Colours: Green/Tan, Grey/Violet, Brown/Turquoise, Royal/Black. Hips 36-40.

*Also (614) similar design in novelty wool tweed.*

*Colours: Linden Green, Brown, Blue, Red, Dark Grey and Mauve. Hips 36-40.*

*About £9/19/6.*

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611 (centre) Simply charming wool/Mohair belted dress, with concealed zip fastening down the front. Colours: Green, Aqua, Off White and Tan. Hips 40-42. About £11/5/0.

636 (right) Beautifully fitting high-waisted dress with special detail on the hips to give a pleasing slimming effect. In all-wool screen printed jersey. Colours: Brown, Royal. Hips 42-44. About 12 gns.





**663**

(left) A splendidly draped dress giving a magnificent bodice-line, in worsted georgette—ideal for special occasions. Colours: Sea Haze, French Blue, Black, Moss, Royal and Mink. Hips 40-42. About £9/19/6.

**688**

(centre) Delicate hand embroidery trims this enchanting dress of worsted crepe. Colours: Mink, Sea Haze, French Blue, Green, and Black. Hips 42-46. About £13/10/0.

**667**

(right) An engaging variation on the shirt-topped style, this all-wool model with pleated skirt and darted bodice is the perfect day-dress. Colours: Aqua, French Blue, Moss Green, Mink. Hips 36-40. About £11.

## On the Back Cover...

**686**

(left) The essence of simplicity, this luxurious French velvet dress is finished with a self-belt and buckle. Colours: Ruby, Moss Green, Black; also Teal, Blue, and Marine. Hips 34-38. About 9 gns.

**666**

(right) This is a delightfully youthful dress with unpressed pleats creating a full skirt falling from a rucked waist sash. Colours: Green, Black, Taupe, Peacock, Red. Hips 36-40. About 11 gns.





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**SOUTH ISLAND**

**CANTERBURY AND WEST COAST**

**ASHBURTON:**

N.Z.F.C.A. Ltd., East Street

**CHRISTCHURCH:**

T. Armstrong & Co. Ltd., Cnr. Armagh & Colombo Streets

J. Ballantyne & Co. Ltd., Cashel Street

Beath & Co. Ltd., Cashel Street

D.I.C. Ltd., 154 Cashel Street

Hays Ltd., Gloucester Street

N.Z.F.C.A. Ltd., Cashel Street

Pattison Ede & Co. Ltd., 72 Lichfield Street

Salon Celia, 115 Cashel Street

**GREYMOUTH:**

Trumans Ltd., Mackay Street

**TEMUKA:**

Morrisons Cardigan Shop, King Street

**TIMARU:**

J. Ballantyne & Co. Ltd., Stafford Street

C.F.C.A. Ltd., Beswick Street

Colin Don Ltd., 210 Stafford Street

T. & J. Thomson Ltd., Stafford Street

**WAIMATE:**

C.F.C.A. Ltd., Queen Street

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**NELSON AND MARLBOROUGH**

**BLLENHEIM:**

Girlings' Ltd.

J. E. Thomas's Ltd.

**MOTUEKA:**

J. Assaf Ltd., 149 High Street

Barbara Bobbs Ltd., 130 High Street

**NELSON:**

E. Buxton & Co. Ltd.

Jays Ltd., 110 Bridge Street

Louisson's Ltd., 237 Trafalgar Street

McKay & Son Ltd., 68-72 Bridge Street



## OTAGO AND SOUTHLAND

### *ALEXANDRA:*

R. Nauman

### *BALCLUTHA:*

Carolyn Gowns, Clyde Street

### *DUNEDIN:*

Arthur Barnett Ltd., 266-267 George Street

D.I.C. Ltd., George Street

D.S.A. Ltd., 212-224 George Street

J. K. Dolan Ltd., 328 George Street

Hays Ltd., Princes & George Streets

### *GORE:*

H. & J. Smith Ltd., Main Street

### *INVERCARGILL:*

D.I.C. Ltd., Tay Street

Pattison Ede & Co. Ltd., Cnr. Dee & Esk Streets

H. & J. Smith Ltd., Tay Street

Thomson & Beattie Ltd., Tay Street

### *MILTON:*

James Gray & Son, Union Street

### *OAMARU:*

J. Bullied & Co. Ltd., Thames Street

Isla Johnstone, 209 Thames Street

N.O.F.C.A. Ltd., Thames Street

Miss J. Russell, 72 Thames Street

### *QUEENSTOWN:*

Exclusive Gowns

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